

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRS�") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Administrative Assistant	1, 5, 7-11, 16-19, 21-29, 31-35, 37-46, 48-62, 64-70	62
Administrative Assistant	1, 5, 7-11, 16-19, 21-29, 31-35, 37-46, 48-62, 64-70	62
Creative Services Writer/Producer	1-5, 7-11, 16-19, 21-29, 31-35, 37-40, 42-46, 48-60, 62, 64-70	4
Account Executive	1-3, 5-11, 14, 16-19, 21-29, 31-35, 37- 40, 42-46, 48-60, 62-70	14
Newscast Director - Full Time	1, 5, 7-12, 16-19, 21-29, 31-35, 37-40, 42-46, 48-60, 62, 64-70	12
Content Producer/Multimedia Journalist	1, 5, 7-11, 13, 16-19, 21-29, 31-40, 42- 46, 48-60, 62, 64-70	13
Content Producer (Mornings)	1, 5, 7-12, 16-19, 21-29, 31-40, 42-46, 48-60, 62, 64-70	64
Content Producer	1, 5, 7-12, 16-29, 31-40, 42-46, 48-60, 62, 64-70	20
Digital Sales Specialist	1-2, 5, 7-11, 16-19, 21-40, 42-60, 64-70	64
Content Producer	1-3, 5, 7-11, 16-19, 21-29, 31-40, 42- 60, 62-70	64
Multimedia Journalist	1, 5, 7-11, 13, 16-19, 21-29, 31-40, 42- 60, 62-70	13
Content Producer/Multimedia Journalist	1, 5, 7-11, 15-19, 21-29, 31-40, 42-60, 62, 64-70	64
Wake Up Wisconsin Anchor	1, 5, 7-11, 16-19, 21-25, 27-29, 31-40, 42-60, 62, 64-70	64
Content Producer (Mornings)	1, 5, 7-11, 14, 16-19, 21-25, 27-29, 31- 40, 42-60, 62, 64-70	14
Creative Services Writer/Producer	1, 5, 7-11, 14, 16-19, 21-25, 27-29, 31- 40, 42-60, 62, 64-70	60
Photojournalist	1, 5, 7-11, 13, 16-19, 21-25, 27-29, 31- 40, 42-60, 62, 64-70	13

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Affirmative Action Division City of Madison 210 Martin Luther King Jr. Blvd. Room 523 Madison, Wisconsin 53703 Phone : (608) 266-4910 Url : www.cityofmadison.com Email : CThiele@cityofmadison.com Fax : 1-608-266-6514 Chrissy Thiele	N	0
2	American Advertising Federation Madison (AAF Madison) PO Box 1149 Madison, Wisconsin 53701 Phone : 608-831-9242 Url : www.aafmadison.org Career Service Manual Posting	N	0
3	American Marketing Association Madison PO Box 259692 Madison, Wisconsin 53725 Url : www.amamadison.org/ Email : madison@amamadison.org Paul Nylander	N	0
4	Application already on file	N	2
5	Ball State University Department of Journalism 2000 W. University Ave. Muncie, Indiana 47306 Phone : 7652858688 Url : http://cms.bsu.edu/Academics/CollegesandDepartment Email : sswingley@bsu.edu Fax : 1-765-285-7997 Sheryl Swingley	N	0
6	Big Shoes Network PO Box 11725 Milwaukee, Wisconsin 53211 Url : www.bigshoesnetwork.com Jeff Carrigan Manual Posting	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Blackhawk Technical College P.O. Box 5009 Janesville, Wisconsin 53547 Phone : 608-758-6900 Email : cpody@blackhawk.edu Career Service	N	0
8	Centro Hispano 835 West Badger Rd Madison, Wisconsin 53713 Phone : 608 255-3018 Url : www.chdc.us Email : pmunoz@chdc.us Fax : 1-608-255-2975 Peter Munoz	N	0
9	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.michaelsmedia.com Email : info@michaelsmedia.com Michael Bille	N	0
10	Columbia University Graduate School of Journalism 207 Journalism 2950 Broadway New York, New York 10027 Phone : 212-854-4422 Url : http://www.journalism.columbia.edu/page/13-career- Email : ir2273@columbia.edu Izabela Rutkowski	N	0
11	Columbia Journalism School 2950 Broadway (at 116th Street) New York, New York 10027 Phone : 212-854-8608 Url : www.columbia.edu Career Services Manual Posting	N	0
12	Current Employee	N	3
13	Current Employee - Transfer/Promotion	N	3
14	Current Employee/Internal Promotion	N	3
15	Current Intern	N	1

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
16	Dane County Job Center 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 608 242-4915 Url : www.jobcenterofwisconsin.com Career Service Manual Posting	N	0
17	Drake University Meredith Hall 118 Des Moines, Iowa 50311 Phone : 515-271-2295 Url : http://sjmc.drake.edu/ Email : Kathleen.Richardson@drake.edu Kathleen Richardson	N	0
18	Edgewood College Student Resource Center 1000 Edgewood College Drive Madison, Wisconsin 53711 Phone : 608-663-2281 Url : www.edgewood.edu/src/career/ Kasey Dewitt Manual Posting	N	0
19	Elon University Campus Box 2850 Elon, North Carolina 27244 Phone : 336-278-6538 Url : www.elon.edu/careers Email : careerservices@elon.edu Career Services	N	0
20	Employee Referral	N	1
21	FAMU School of Journalism & Graphic Communication 510 Orr Drive Tallahassee, Florida 32307 Phone : (850) 412-5395 Url : www.famu.edu/sjgc/ Email : yanela.gordon@famu.edu Yanela Gordon	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	Franklin College 101 Branigin Blvd Franklin, Indiana 46131 Phone : 317-738-8208 Url : www.franklincollege.edu Email : abarton@franklincollege.edu Ann Barton	N	0
23	Huntington University 2303 College Avenue Huntington, Indiana 46750 Phone : 260-359-4281 Url : www.huntington.edu Email : jorourke@huntington.edu John O'rourke	N	0
24	IBEW Local Union 715 633 S. Hawley Rd St 107 Milwaukee, Wisconsin 53214 Phone : 414 479-0580 Url : www.wbew715.com Email : chrisalbrecht@ibew715.com Fax : 1-414-479-0582 Chris Albrecht	N	0
25	Illinois Center for Broadcasting 455 Eisenhower Ln South Suite 200 Lombard, Illinois 60148 Phone : 630-916-1700 Url : www.beonair.com Email : placement.lombard@beonair.com Carl Jackson	Y	0
26	Iowa State University, Greenlee School of Journalism 101 Hamilton Hall Ames, Iowa 50011 Phone : 515-294-9957 Url : www.jlmc.iastate.edu Email : kmm@iastate.edu Kim McDonough	N	0
27	KTIV-TV 3135 Floyd Blvd Sioux City, Iowa 51108 Phone : 712 239-4100 Url : www.ktiv.com Email : kclayton@ktiv.com Kathy Clayton	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
28	KTTC-TV 6301 Bandel Road NW Rochester, Minnesota 55901 Phone : 507 288-4444 Url : www.kttc.com Email : jneyens@kttc.com Jodi Neyens	N	0
29	KWWL-TV 500 East Fourth Street Waterloo, Iowa 50703 Phone : 319 291-1259 Url : www.kwwl.com Email : syoungblut@kwwl.com Sandy Youngblut	N	0
30	Linked In	N	3
31	LSU School of Mass Communication Louisiana State University Baton Rouge, Louisiana 70803 Phone : 2255780416 Url : www.manship/LSU.edu Email : msternb@LSU.edu Mary Ann Sternberg	N	0
32	Madison Media Institute 2702 Agriculture Dr Madison, Wisconsin 53718 Phone : 608-237-8312 Email : lmael@mediainstitute.edu Fax : 1-608-442-0141 Laura Mael	N	0
33	MATC Career Resources 3550 Anderson St Madison, Wisconsin 53704 Phone : 608 243-4271 Url : www.wisconsintechconnect.com Patty Geske Manual Posting	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
34	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800 237-8073 Url : www.medialine.com Email : medialine@medialine.com Mark Shilstone	N	0
35	Midwestern State University B 110 Fain Fine Arts Center 3410 Taft Blvd Wichita Falls, Texas 76308 Phone : 940-397-4391 Url : http://finearts.mwsu.edu/masscomm/ Email : jim.sernoe@mwsu.edu Dr. Jim Sernoe	N	0
36	Missouri School of Journalism 76G Gannett Hall University of Missouri Columbia, Missouri 65211 Phone : 5738820373 Email : willisb@missouri.edu Barbara Willis	N	0
37	National Lesbian & Gay Journalists Association 1420 K Street, NW, Suite 910 Washington, District of Columbia 20005 Phone : 202-588-9888 Url : www.nlgia.org Email : info@nlgia.org Fax : 1-202-588-1818 Career Service	N	0
38	New Jersey Herald Two Spring Street Newton, New Jersey Phone : 973-383-1500 Url : www.njherald.com Email : rfichter@njherald.com Fax : 1-973-383-2194 Robin Fichter	N	0
39	Northwestern University - Medill School of Journalism Fisk Hall 1845 N. Sheridan Rd. Evanston, Illinois 60208 Phone : 847-467-6213 Url : www.medill.northwestern.edu/careers Email : k-cornwell@northwestern.edu Kimberley Cornwell	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
40	Ohio/Illinois Centers for Broadcasting 9000 Sweet Valley Drive Cleveland, Ohio 44125 Phone : 216 447-9117 Url : www.beonair.com Email : gary@beonair.com Gary James	N	0
41	Other Source Monster.com	N	2
42	Quincy Herald Whig 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Url : www.whig.com Email : cbwilson@whig.com Christina Wilson	N	0
43	Quincy Newspapers, Inc. 130 South 5th Street Quincy, Illinois 62301 Phone : 217-223-5100 Url : www.quincyinc.com Email : aborden@quincyinc.com Ashley Borden	N	0
44	State of WI Job Service 1819 Aberg Ave Madison, Wisconsin 53704 Phone : 608 242-4915 Url : www.dwd.state.wi.us/jobnetbusiness Fax : 1-608-242-4917 Mark Wurl Manual Posting	N	0
45	TVJobs.com TV Jobs P.O. Box 4116 Oceanside, California 92052 Phone : 760 754-8177 Url : www.tvjobs.com Mark Holloway Manual Posting	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	University of Advancing Technology 2625 W Baseline Rd Tempe, Arizona 85283 Phone : 602-383-8219 Url : www.uat.edu Email : nbealor@uat.edu Nate Bealor	N	0
47	University of Chicago 1212 E. 59th Street Chicago, Illinois Phone : 773-702-7040 Url : www.uchicago.edu Email : egrammel@uchicago.edu Erika Grammel	N	0
48	University of Colorado Boulder 1511 University Avenue UCB 478 Boulder, Colorado 80309 Phone : 303-492-5480 Url : www.colorado.edu Email : Christine.Mahoney@Colorado.edu Christine Mahoney	N	0
49	University of Connecticut Oak Hall, Rm. 468B Storrs, Connecticut Phone : 203-927-7921 Url : http://www.journalism.uconn.edu/about.html Email : steven.kalb@uconn.edu Steven Kalb	N	0
50	University of Iowa School of Journalism & Mass Communication Adler Journalism Building University of Iowa Iowa City, Iowa 52242 Phone : 319-335-3486 Email : paul-w-jensen@uiowa.edu Paul Jensen	N	0
51	University of Memphis 314 Veterans Journalism Building Memphis, Tennessee 38152 Phone : 202-251-5719 Url : http://www.memphis.edu/journalism/ Email : cbrown14@memphis.edu Carrie Brown	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
52	University of Missouri-Columbia School of Journalism 200 Neff Hall School of Journalism Columbia, Missouri 65211 Phone : 573-882-1957 Url : WWW.JOURNALISM.MISSOURI.EDU Email : collinsks@missouri.edu Kent Collins	N	0
53	University of Oregon ERB Memorial Union Rm 112 Eugene, Oregon 97403 Phone : 541-446-4091 Url : www.uoregon.edu Email : cnisser@uoregon.edu Charlotte Nisser	N	0
54	University of Southern Indiana 8600 University Blvd. Evansville, Indiana 47714 Phone : (812) 464-1865 Url : www.usi.edu/careersv Email : psdoerte@usi.edu Pam Doerter	N	0
55	University of Wisconsin-Madison 821 University Ave Vilas 5115 Madison, Wisconsin 53706 Phone : 6082628877 Url : www.wisc.edu Email : hastings@wisc.edu Pat Hastings	N	0
56	UW-Madison Dept of Communication Arts 6117 Vilas Hall 821 University Ave Madison, Wisconsin 53706 Phone : 608 265-0048 Email : comarts@wisc.edu Chris Curran-Dorsano	N	0
57	UW-Oshkosh 800 Algoma Blvd. Oshkosh, Wisconsin Phone : 920-424-2181 Url : www.uwosh.edu Fax : 1-920-424-1000 Career Service Manual Posting	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
58	WAOW-TV 1908 Grand Ave Wausau, Wisconsin 54403 Phone : 715 842-2251 Url : www.waow.com Email : kfuller@waow.com Kelly Fuller	N	0
59	WGEM-TV P.O Box 80 Quincy, Illinois 62306 Phone : 217 228-6600 Url : www.wgem.com Email : dvancil@wgem.com Donna Vancil	N	0
60	Wisconsin Broadcasters Association 44 E. Mifflin St Ste 900 Madison, Wisconsin 53703 Phone : 608 255-2600 Url : www.wi-broadcasters.org Mandy Endicott Manual Posting	N	2
61	Wisconsin State Journal 1901 Fish Hatchery Rd Madison, Wisconsin 53713 Url : www.madison.com Molly Kramer	N	6
62	WKOW Bulletin Boards 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608 274-1234 Url : www.wkow.com Fax : 1-608-274-9514 Melissa Syverud	N	2
63	WKOW-TV On-air Announcement 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608 274-1234 Url : www.wkow.com Melissa Syverud Manual Posting	N	1

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
64	WKOW.com WKOW-TV 5727 Tokay Blvd Madison, Wisconsin 53719 Phone : 608-661-2794 Url : www.wkow.com Email : msyverud@wkow.com Melissa Syverud	N	9
65	Women in Communications-Madison Chapter 5515 Monona Dr Madison, Wisconsin 53532 Phone : 608-223-2180 Url : www.awc-madison.org Career Services Manual Posting	N	0
66	WREX-TV 10322 Auburn Rd Rockford, Illinois 61103 Phone : 815 335-2213 Url : www.wrex.com Email : ttruesdale@wrex.com Trista Truesdale	N	0
67	WSJV-TV P.O. Box 28 South Bend, Indiana 46624 Phone : 800 975-8881 Url : www.fox28.com Email : ekral@fox28.com Ed kral	N	0
68	WVVA-TV PO Box 1930 Bluefield, West Virginia 24701 Phone : 304-327-5586 Url : www.wvva.com Email : asluss@wvva.com Audrey Sluss	N	0
69	WXOW-TV 3705 County Hwy 25 LaCrescent, Minnesota 55947 Phone : 507 895-9969 Url : www.wxow.com Email : twopat@wxow.com Theresa Wopat	N	0

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
70	YWCA Job Placement 3101 Latham Drive Madison, Wisconsin 53713 Phone : 608 257-1436 Email : programassistantywca@gmail.com Fax : 1-608-255-3378 Aneesha Mitchell	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			38

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
1	7/23/2013	Establishment of training programs for station personnel	WKOW implemented a new hire on-boarding process that gives all new hires a global picture of how the station functions. Every department manager and some mid-level managers speak to and train the new hires on their specific department.	9	Regional Vice President Business Manager Operations Manager Marketing Manager	1.00
2	7/23/2013	Participation in other activities designed by the station employment unit	<p>WKOW is the only TV station in the Madison, Wisconsin market that offers tours. We average at least one tour every week over the course of a year.</p> <p>We offer tours of WKOW during the day from 9am-2pm to educate and inform guests about the broadcast industry. The tour takes about an hour depending on how many questions people have. There's roughly a 20 person maximum with this tour.</p> <p>WKOW also offers tours in the evening with our 27 Storm Track Chief Meteorologist Bob Lindmeier. Normally he'll ask a group to arrive about 30 minutes before news time, show them the 27 Storm Track Weather Center and then let the group stick around to watch the news. There's roughly a 15 person maximum with this tour.</p>	4	Marketing Manager Chief Meteorologist Meteorologist Meteorologist	1.00

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
3	7/23/2013	Participation in other activities designed by the station employment unit	<p>Joe Radske, News Director is the Region 6 Director - Society of Professional Journalists – Madison Pro Chapter.</p> <p>It is the mission of the Society of Professional Journalists:</p> <ul style="list-style-type: none"> — To promote the flow of information. — To maintain constant vigilance in protection of the First Amendment guarantees of freedom of speech and of the press. — To stimulate high standards and ethical behavior in the practice of journalism. — To foster excellence among journalists. — To inspire successive generations of talented individuals to become dedicated journalists. — To encourage diversity in journalism. — To be the pre-eminent, broad-based membership organization for journalists. — To encourage a climate in which journalism can be practiced freely <p>In his role as Region 6 Director, he also acts as professional advisor for the University of Wisconsin – SPJ College Chapter.</p> <p>He is working to create a mentor program that puts professional journalists with student journalists. Print -Radio-Marketing-Broadcasting. He is also working with the UW-Journalism School to work with current students on building a better resume and finding their first job.</p>	1	News Director	1.00

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
4	9/6/2013	Establishment of an intern program designed to assist members of the community	WKOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student Internship during the fall of 2013. The intern was a Journalism student at UW-Madison.	1	News Director	1.00
5	9/17/2013	Establishment of an intern program designed to assist members of the community	WKOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student internship during the Fall of 2013. The intern was a Journalism and Mass Communications student from UW-Madison.	1	News Director	1.00

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
6	10/10/2013	Participation in other activities designed by the station employment unit	WKOW News Director Joe Radske, hosted a foreign journalist from Uganda as part of the foreign exchange program with the International Center for Journalism, from October 10 to November 15, 2013. The journalist worked along side WKOW newsroom professionals learning the equipment and helping with research.	1	News Director	1.00
7	11/7/2013	Participation in other activities designed by the station employment unit	WKOW News Director Joe Radske, hosted a group of foreign journalists from China, through the International Center for Journalism November 7 - November 8, 2013. The group was completing one year of study at UW-Madison. The journalist's observed and asked questions of the WKOW newroom professionals to gain and understanding the differences between U.S. and China News Media in relation to reporting, producing, audience, management patterns and ethics.	1	News Director	1.00
8	11/18/2013	Participation in scholarship programs	The Wisconsin Broadcasters Association (WBA) Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis. WKOW representatives Melissa Syverud and Jill Genter reviewed the WBA Foundation Scholarship Applications and rated each student finalist. The ratings were submitted to the WBA in November, 2013. Information about the scholarship program and requirements as well as scholarship applications were available on request at WKOW Television, Inc.	2	Administrative Assistant Marketing Manager	1.00

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
9	1/22/2014	Participation in Job Fairs	On January 22, 2014 WKOW-TV hiring representatives Melissa Syverud, Joe Radske, Anna Engelhart and Jill Genter attended the Wisconsin Broadcasters Association Career Fair which was held as part of the 2014 Winter Conference at the Concourse Hotel in Madison, Wisconsin. Approximately 100 job seekers were in attendance.	4	Administrative Assistant News Director Business Manager Marketing Manager	0.25
10	1/22/2014	Provision of training to management	On January 22, 2014, Melissa Syverud, Anna Engelhart, Jill Genter & Joe Radske attended the "Hiring Smart for Broadcasters: Legal Issues In Hiring And Effective Strategies To Promote Equal Employment Opportunity And Prevent Unlawful Discrimination" which was held as part of the Wisconsin Broadcasters Association's 2014 Winter Conference at the Concourse Hotel in Madison, Wisconsin.	4	Administrative Assistant Business Manager Marketing Manager News Director	1.00
11	1/24/2014	Establishment of an intern program designed to assist members of the community	WKOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student internship during the Winter of 2014. The intern was a Journalism & Mass Communications student at UW-Madison.	1	News Director	1.00
12	3/30/2014	Participation in Job Fairs	On March 30, 2014 WKOW-TV News Director Joe Radske participated in the Student Production Awards Job Fair at the Midwest Emmy's in Minneapolis, Minnesota. The job fair was attended by college students and young journalists.	1	News Director	0.25

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
13	5/1/2014	Participation in other activities designed by the station employment unit	Joe Radske, WKOW News Director, is the President of the Midwest Broadcast News Association 5/2014-5/2015. He is responsible for coordinating the Midwest Journalism Conference. The groups use the conference to critique students and young journalists, provide training and job referrals.	1	News Director	1.00
14	5/13/2014	Establishment of training programs for station personnel	<p>The 2014 Walker Broadcast Management Institute, held May 13-15, with 2 WKOW managers in attendance. The Institute - the first of its kind sponsored by a State Broadcasters Association, was held on the campus of the University of Wisconsin-Madison in conjunction with the UW School of Business.</p> <p>This year's 3-day Management Institute spent full days on the following topics: Financial Management for Broadcasters Level 2, Managing Organizational Performance-Change & Motivation, and Customer Expectations and the Gap Between.</p>	2	Business Manager News Director	1.00
15	6/2/2014	Establishment of an intern program designed to assist members of the community	WKOW offers a paid internship program called Quinternships. The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio and digital information. Students who participate will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns. Each Quintern is assigned a mentor and there is curriculum for each position. The station hosted a student internship during the summer of 2014. The intern was a Broadcast/Print/Web Journalism student at UW-Whitewater.	1	News Director	1.00

WKOW Television
EEO PUBLIC FILE REPORT
July 23, 2013 - July 31, 2014

III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title	Points
16	6/16/2014	Establishment of training programs for station personnel	WKOW Administrative Assistant, Melissa Syverud held a training session during the department head meeting for all WKOW managers on the Federal and State of Wisconsin Child Labor Law Regulations on June 16, 2014.	7	Station Manager Marketing Manager Business Manager News Director	1.00
17	6/18/2014	Participation in Job Fairs	On June 18, 2014 WKOW-TV hiring representatives Melissa Syverud and Bob Goessling attended the Wisconsin Broadcasters Association Career Fair which was held as part of the 2014 Summer Conference at the Blue Harbor Resort in Sheboygan, Wisconsin.	2	Administrative Assistant Operations Manager	0.25
18	6/18/2014	Provision of training to management	On June 18, 2014, Melissa Syverud attended the "Legal Issues and Effective Strategies to Prevent Unlawful Discrimination During the Employment Relationship" which was held as part of the Wisconsin Broadcasters Association's 2014 Summer Conference at the Blue Harbor Resort in Sheboygan, Wisconsin.	1	Administrative Assistant	1.00
19	7/10/2014	Establishment of training programs for station personnel	The 2014 WBA's 2014 Doug Chickering - WIAA Sports Workshop was held on July 10, 2014 at Miller Park in Milwaukee, Wisconsin. The event was attended by 2 WKOW Managers.	2	General Manager Operations & Programming Manager	1.00
20	7/16/2014	Participation in other activities designed by the station employment unit	WKOW News Director Joe Radske, hosted a foreign journalist group from Armenia as part of the U.S. Department of State TV Cooperative Production program. The program funds and facilitates news stories filmed in the U.S. by foreign journalists. The journalists interviewed the WKOW News Director and the Capital Bureau Reporter on how stories on local government and politics are created and constraints within.	2	News Director Reporter	1.00
TOTAL POINTS OVER REPORTING PERIOD:						17.75